**4 am**

**rövid írásos magyarázat a filmről (max.300 szó)**

The season premiere is going to be broadcasted at the exact same time all over the world. It is happen to be 04:00 in the morning for those funs who live in central-european countries.

In our spot, we feature a dad, who wakes up in the middle of the night to watch it -and his way out from his bed to the living room which is not easy at all. We dramatize how difficult is to sneak out silently for not disturbing the others and show his clumsy moves like he was a zombie. The spot builds the tension step by step and spins everything around with the end scene. We believe that everybody was in the same situation already, so our viewers can easily resonate with the story. It makes them open to receive our message at the end.

**rövid összegzés, hogy mi történik a filmben (max. 150 szó)**

The camera starts showing around a baby-bed with a little boy sleeping in it. The only light is coming from the moon. As the camera moves upwards to the wall, we see a shadow approaching the baby. We see creepy zombilike-moves, as the shadow walks towards the door. CUT. We continue showing the same door but from the other side– we see only a silhouette with the same terrific moves. Then it comes out from the door and covers the camera. CUT. After a couple sec the scene suddenly get light and we see that the shadow was a dad who now sits on the couch and watch the preimere of the new FTWD. He holds a remote control that he turned the TV on with. His face is lighted only by the screen and we see him eating chips and having fun.

**rövid kultúrális/kontextus információ (150 szó)**

We all know how difficult is to sneak out from our bed without any noise at the middle of the night. Whether it is because of we have to go to the toilet, or just having a snack, our goal is not to wake up the others. This is why turning up the light is not an option so we desperately look for something that helps us in orientation – so we move just like zombies do. This spot reminds everybody on that well-known moments and builds on the common experience we all got. So get ready for the challenge if you plan to watch the premiere in time.